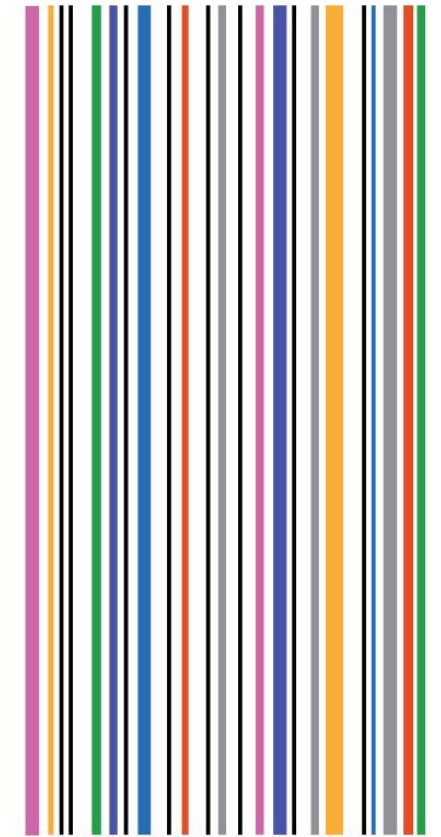




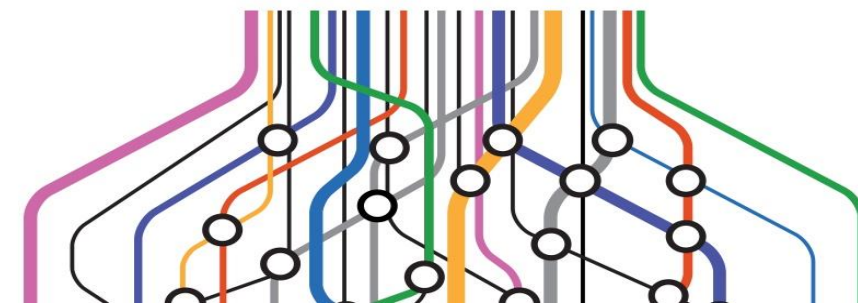
Transparency at Scale

*Driving sustainable value chains with the
UN Transparency Protocol (UNTP)*

Steve Capell
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UN / CEFACT



The Situation

Greenwashing is rampant



<https://www.un.org/en/climatechange/science/climate-issues/greenwashing>

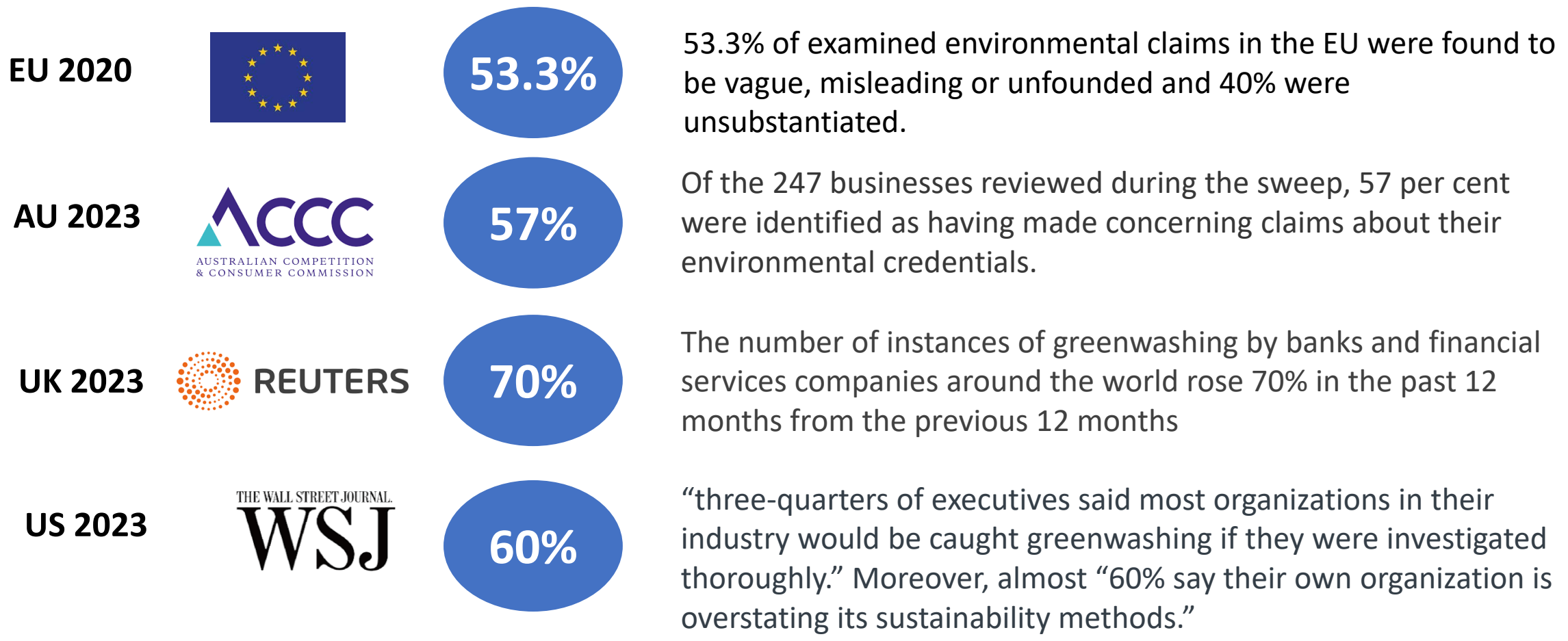
<https://www.zippia.com/advice/greenwashing-statistics/>

<https://www.reuters.com/sustainability/banks-behind-70-jump-greenwashing-incidents-2023-report-2023-10-03/>

https://ec.europa.eu/commission/presscorner/detail/en/ip_23_1692

<https://www.accc.gov.au/media-release/accc-greenwashing-internet-sweep-unearths-widespread-concerning-claims>

And getting worse



So we face a tipping point

There is a significant difference between consumer expectation and market behavior

There are **two** plausible pathways out of this:

Either : A race to the bottom

Greenwashing is ubiquitous and undetectable

1. It's easy to fake claims

2. Consumer confidence drops



4. Even genuine businesses must fake claims to survive.

3. Low confidence means no price differential

Or : A race to the top

Greenwashing is rare and has nowhere to hide

1. It's hard to fake claims

4. Businesses compete on quality of claims



2. Consumer confidence improves

3. Higher prices are justified

Regulations are driving more transparency



At corporate level

EU : Corporate Sustainability Reporting Directive (CSRD)
Due Diligence Directive

AU : Climate Related Financial Disclosure (CRFD)

RoW : Various regulatory initiatives of the same pattern



At product level

EU : Digital Product passport (DPP)
Deforestation Regulation

AU : National Framework for Recycled Content

RoW : Various regulatory initiatives of the same pattern



And with enforcement

- More public sustainability performance data
- Leaves unsustainable behaviour with nowhere to hide
- And more claims that can & will be scrutinised

But Transparency at scale is a hard problem

The Challenge

Challenge

- 1 Plethora of traceability platforms
- 2 Few business incentives
- 3 Insufficient due-diligence
- 4 Commercial confidentiality
- 5 Unequal digital maturity & adoption
- 6 Compatibility with existing identifiers
- 7 A confusion of ESG standards
- 8 Identity, counterfeiting, mass balance fraud

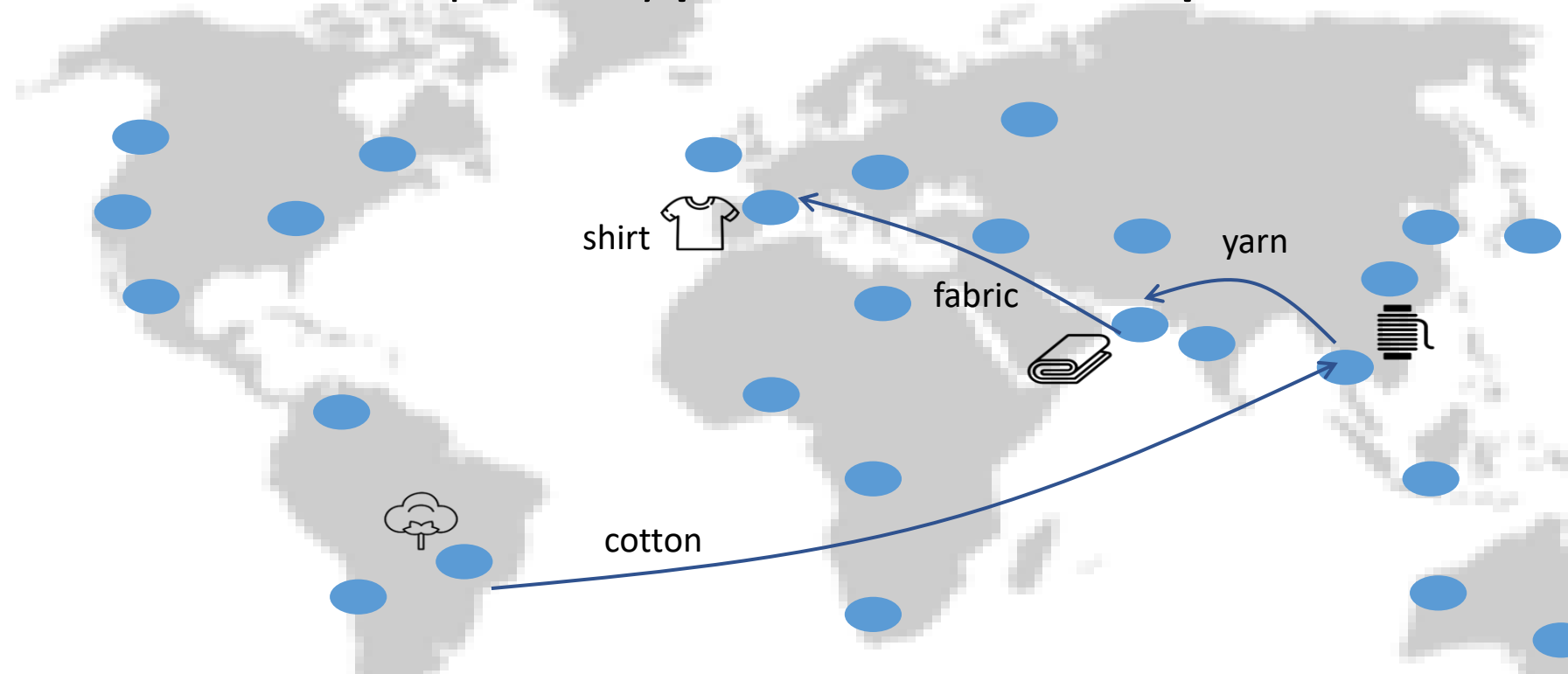
The Solution

Which UNTP aims to solve

	Challenge	Solution
1	Plethora of traceability platforms	UNTP: A protocol that any platform can use
2	Few business incentives	UNTP: A library of business case templates and community level value.
3	Due-diligence obligations	UNTP : Supports independent conformity attestations
4	Commercial confidentiality	UNTP: Privacy including selective redaction
5	Unequal digital maturity & adoption	UNTP : Works for both humans and machines
6	Compatibility with existing identifiers	UNTP: Leverage existing identifier schemes and registers
7	A confusion of ESG standards	UNTP: A framework for equivalence mapping and mutual recognition
8	Identity, counterfeiting, mass balance fraud	UNTP: Best practice solution patterns for common problems.

By linking verifiable data at global scale

But it has to work AT SCALE to have any impact
UNTP is an interoperability **protocol**, not another **platform**



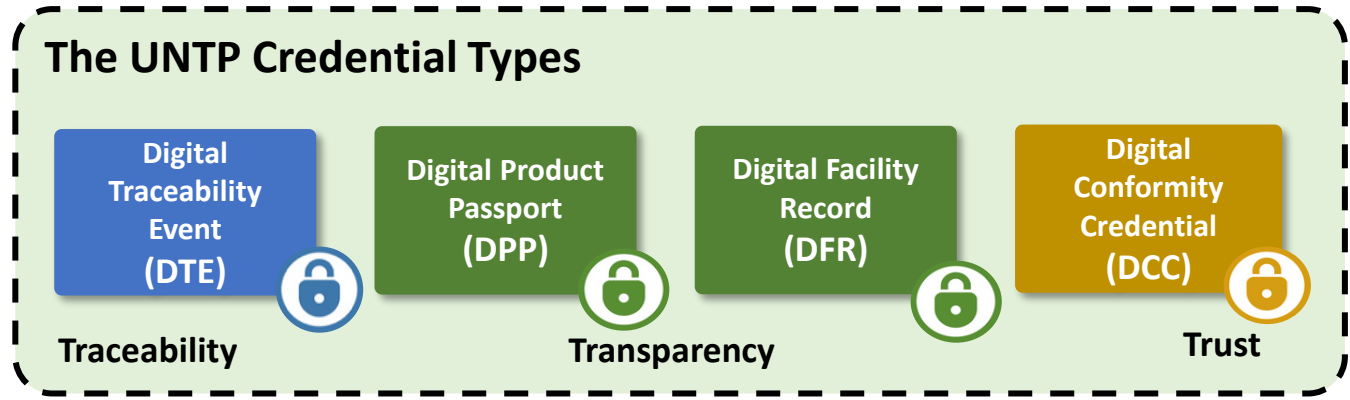
UNTP



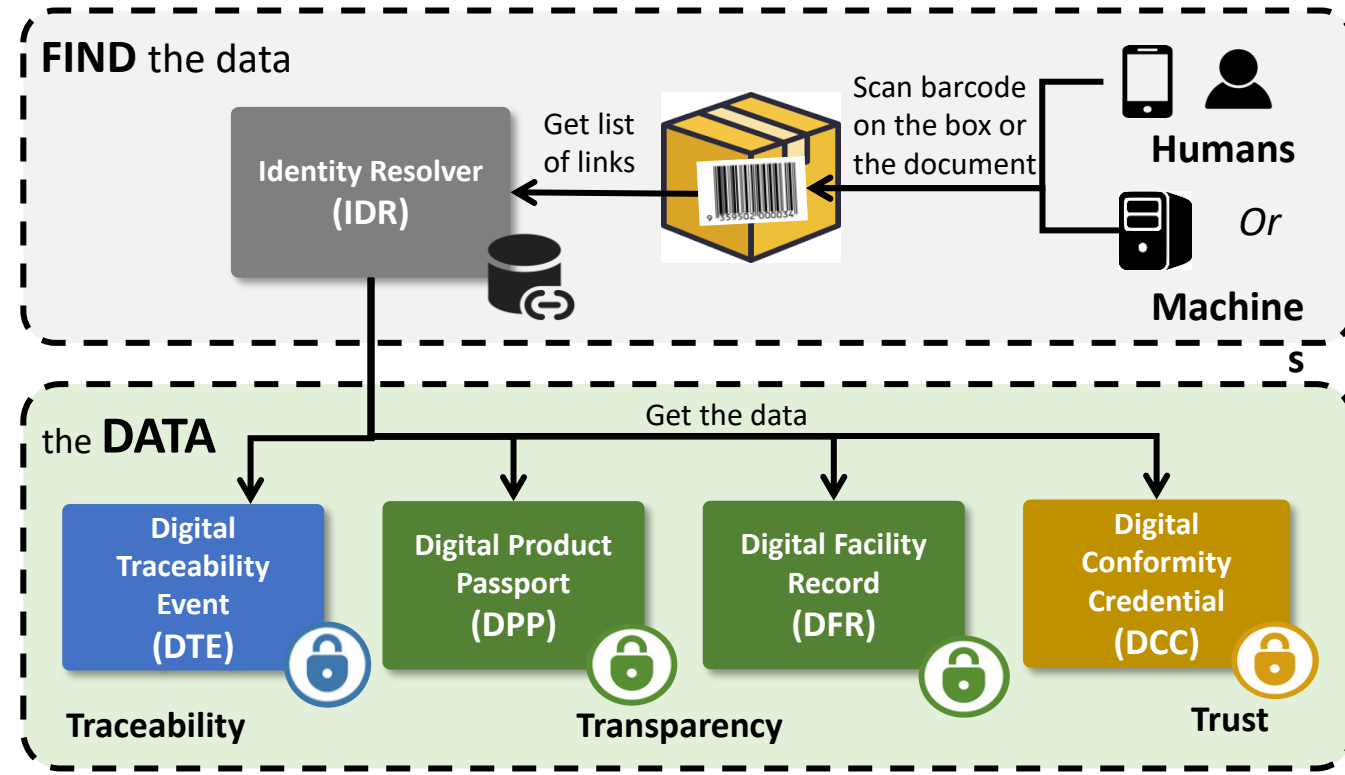
Thousands of platforms, millions of value-chains, billions of transactions

1 million UN DPPs per day by 2030

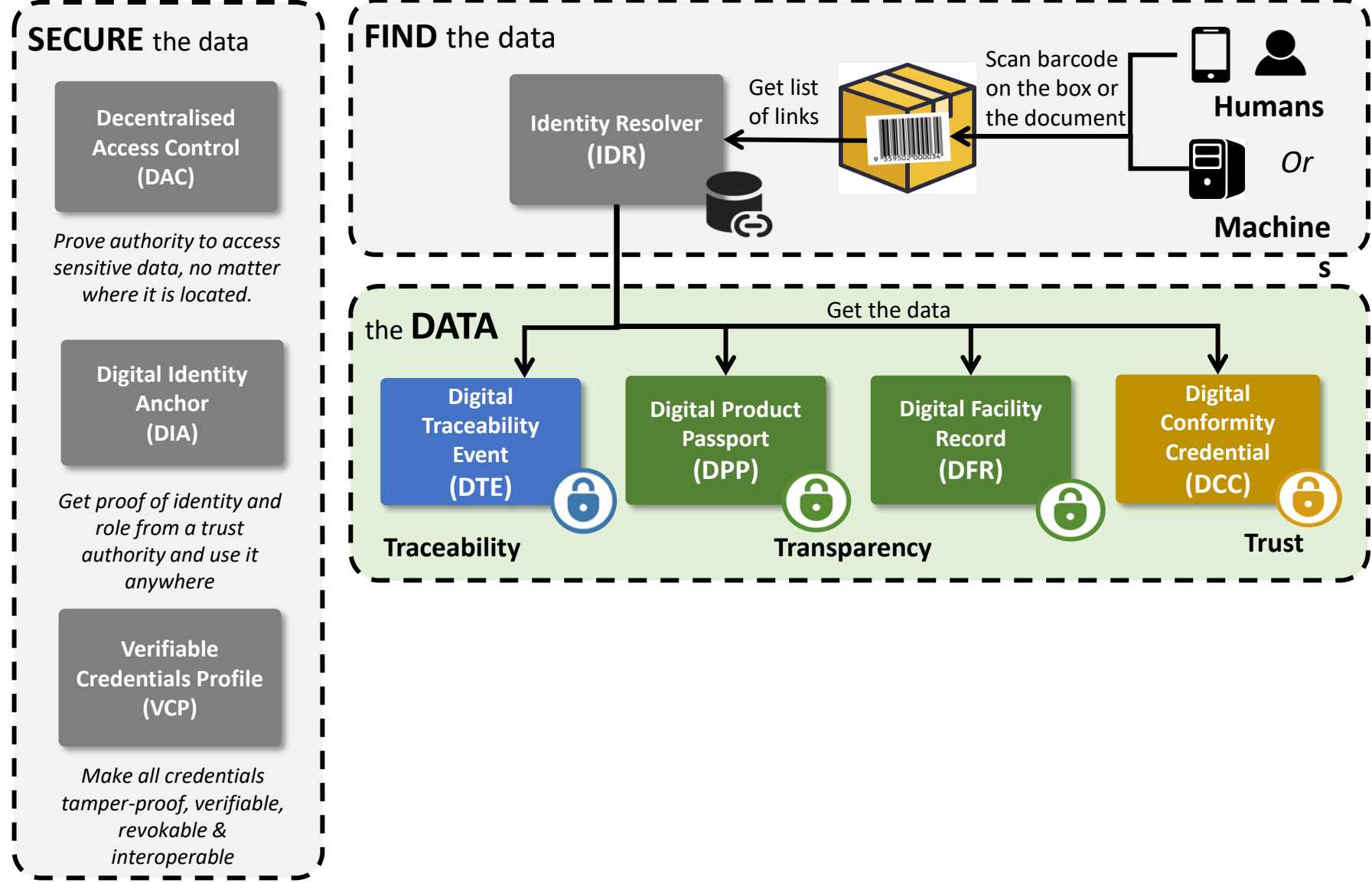
UNTP comprises five key pillars



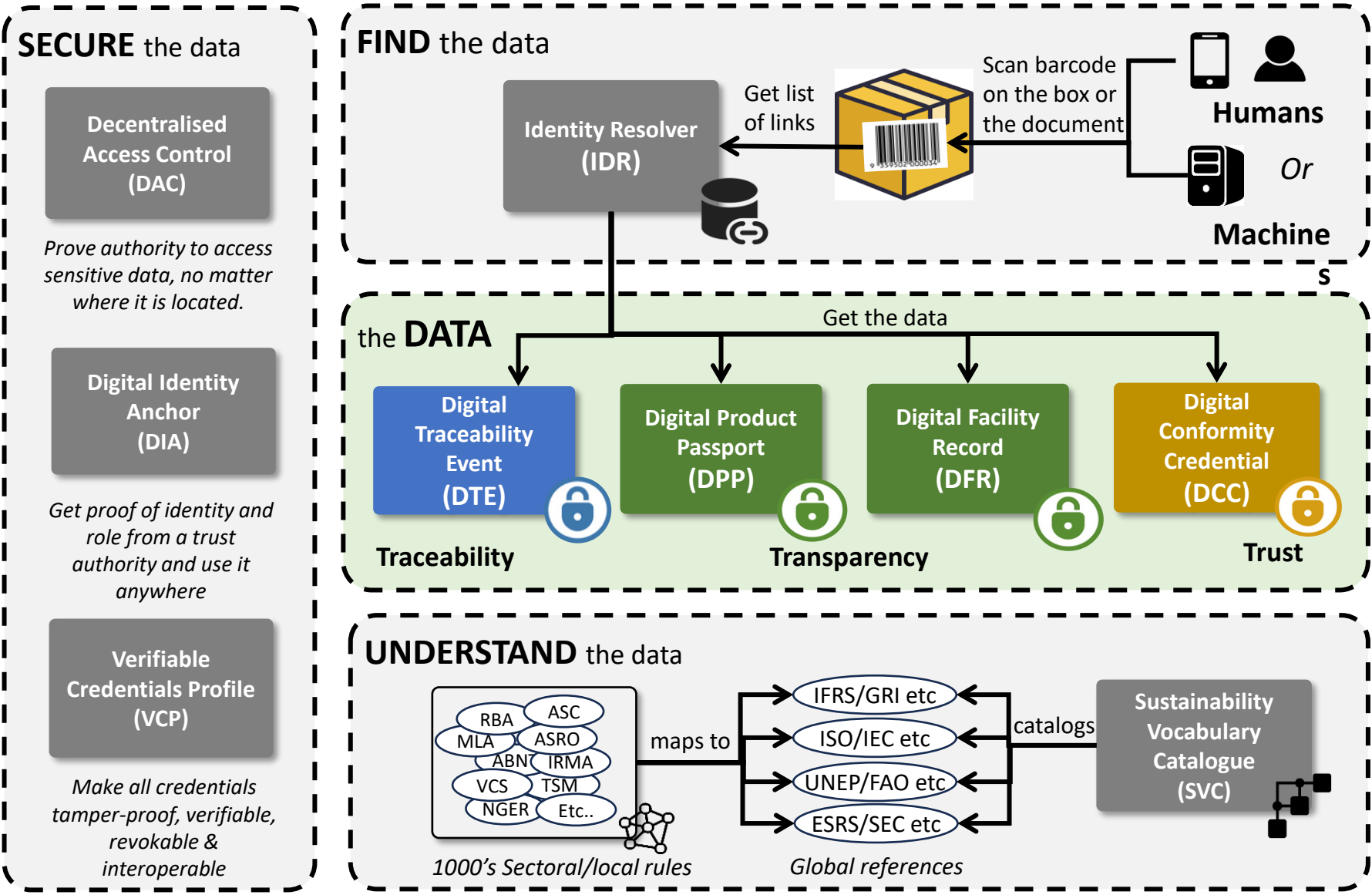
UNTP comprises five key pillars



UNTP comprises five key pillars



UNTP comprises five key pillars



UNTP comprises five key pillars

SECURE the data

Decentralised Access Control (DAC)

Prove authority to access sensitive data, no matter where it is located.

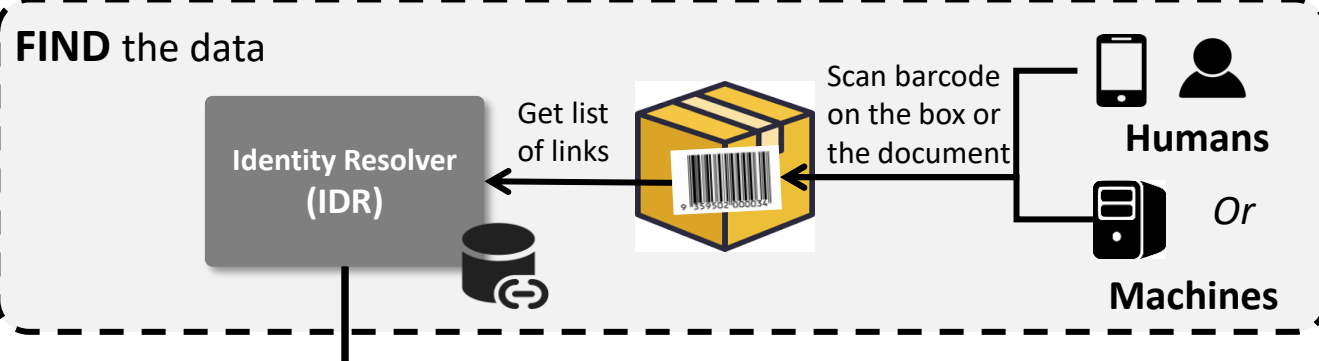
Digital Identity Anchor (DIA)

Get proof of identity and role from a trust authority and use it anywhere

Verifiable Credentials Profile (VCP)

Make all credentials tamper-proof, verifiable, revokable & interoperable

FIND the data



Scan barcode on the box or the document

Humans Or Machines

Identity Resolver (IDR)

Get list of links

the DATA

Get the data

Digital Traceability Event (DTE)

Traceability

Digital Product Passport (DPP)

Transparency

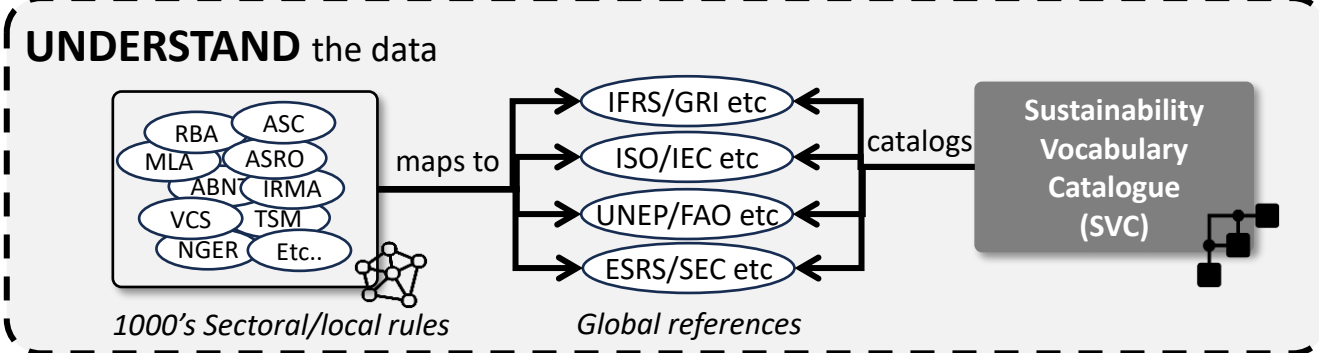
Digital Facility Record (DFR)

Trust

Digital Conformity Credential (DCC)

Trust

UNDERSTAND the data



1000's Sectoral/local rules

Global references

maps to

catalogs

Sustainability Vocabulary Catalogue (SVC)

VALUE the data

Business Case Template (BCT)

Individual organisation business case for UNTP implementation

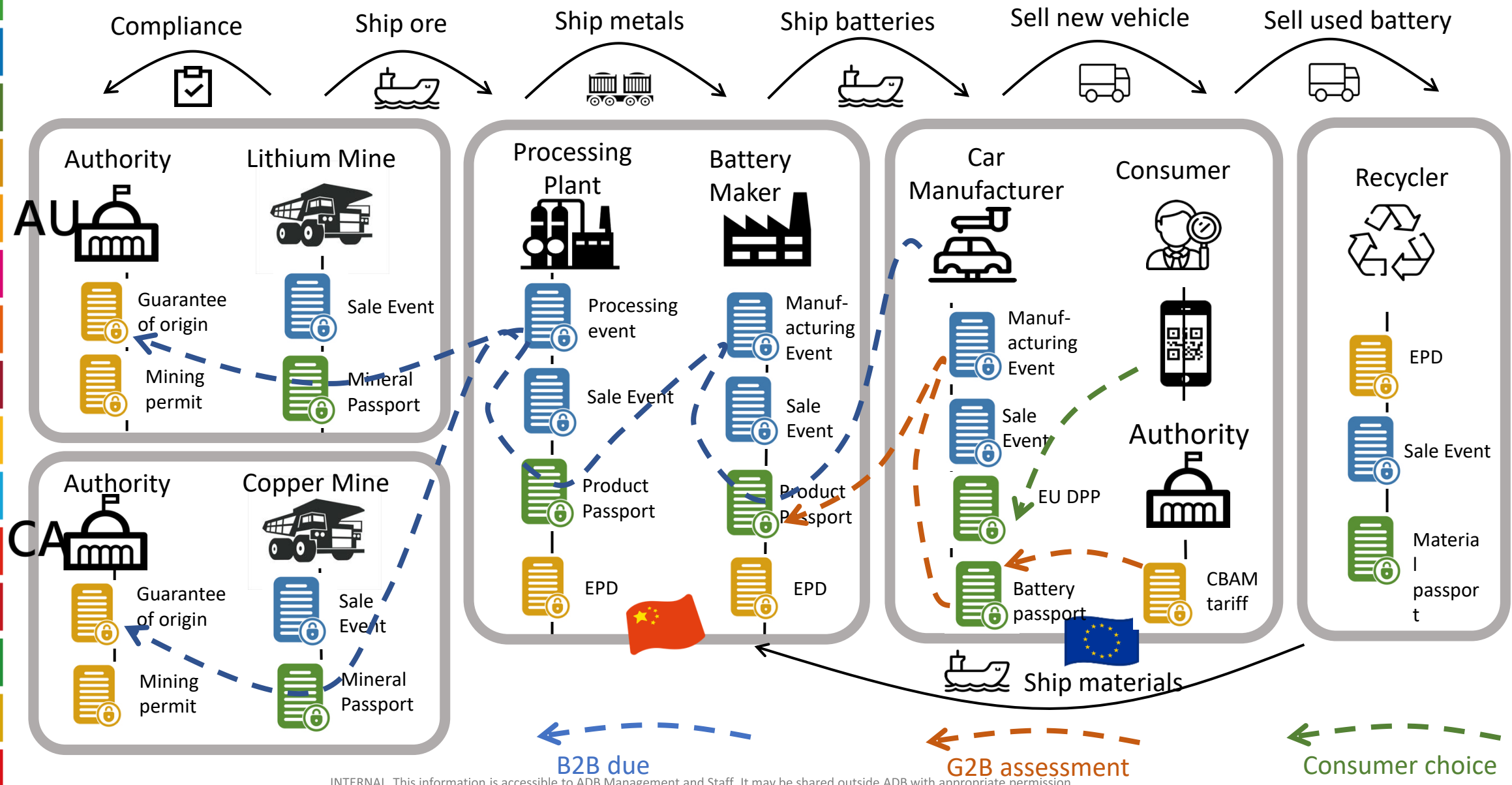
Community Activation Program (CAP)

A community level business case for collective action.

Value Assessment Framework (VAF)

Ongoing post-implementation reporting to track value.

Putting it together – entire value chain perspective



Alignment

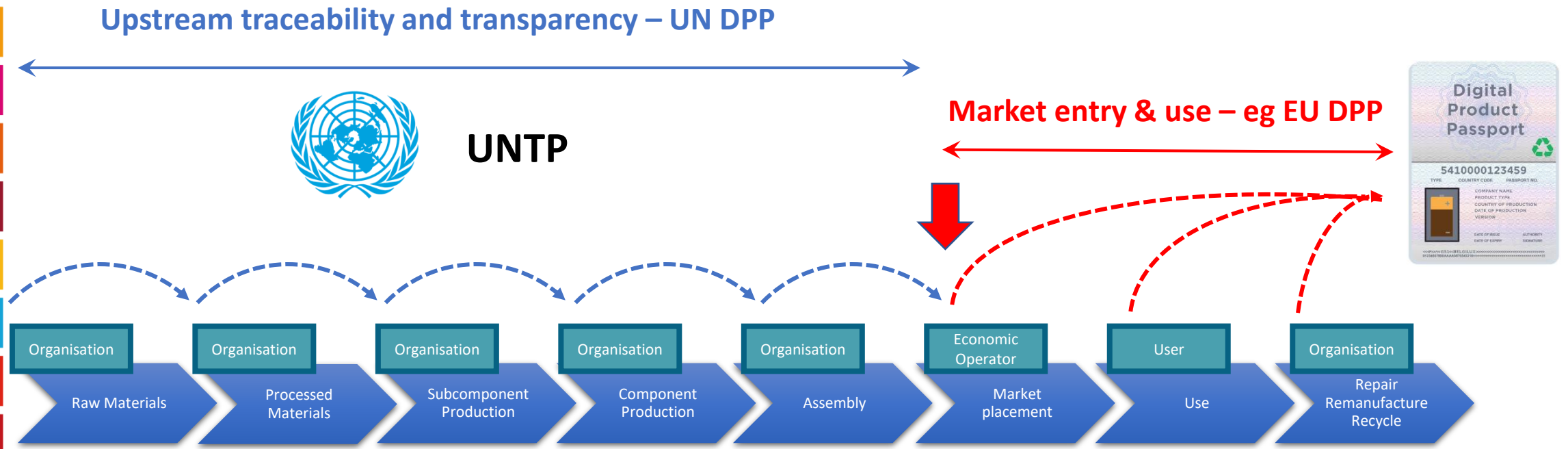
Why UNTP? What about other DPPs?

There are many similar initiatives happening around the world. Some are regulatory mandates, and some have strong industry support. Why should I implement UNTP?

1. Cross-border upstream focus complements regulatory initiatives
2. Cross-industry core supports industry sector initiatives.
3. Complete yet simple solution with a lot of reusable capability.
4. Liaison with ISO, IEC, CENELEC, GS1 assures **alignment**

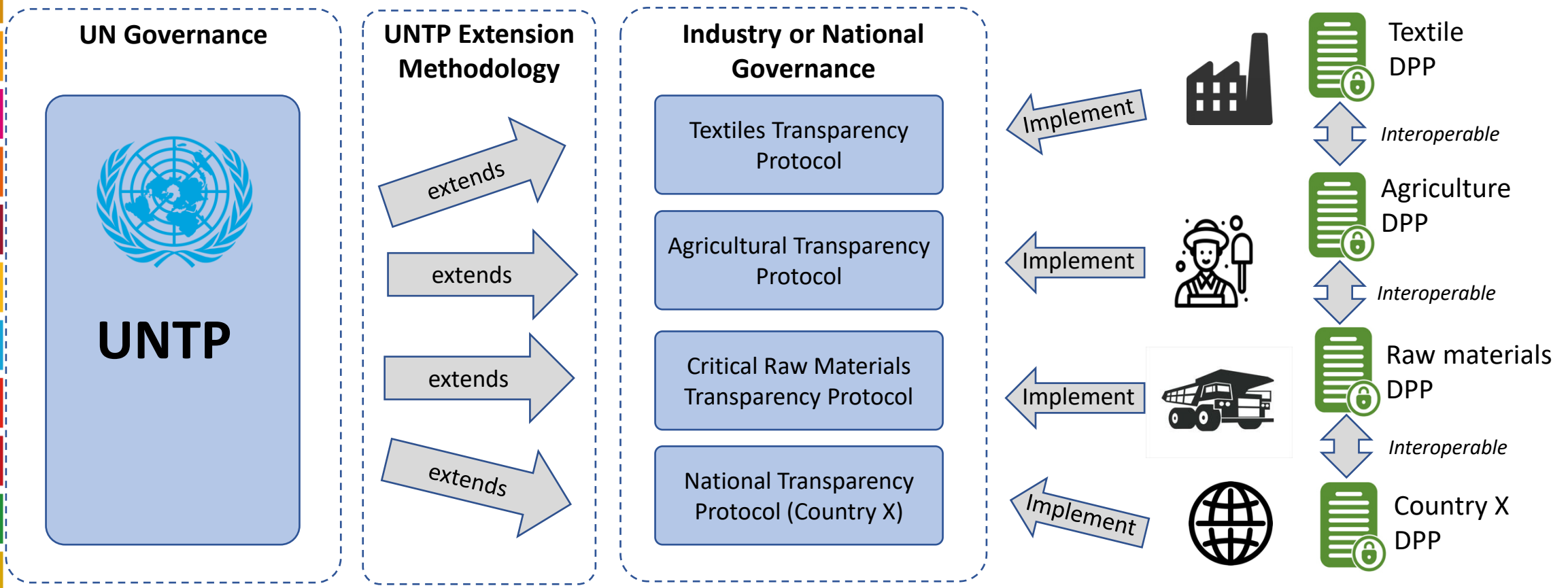
Every regulated market has cross-border supply

UNTP is complementary to regulatory product passports – it provides the high integrity upstream data feedstock to inform regulatory passports.



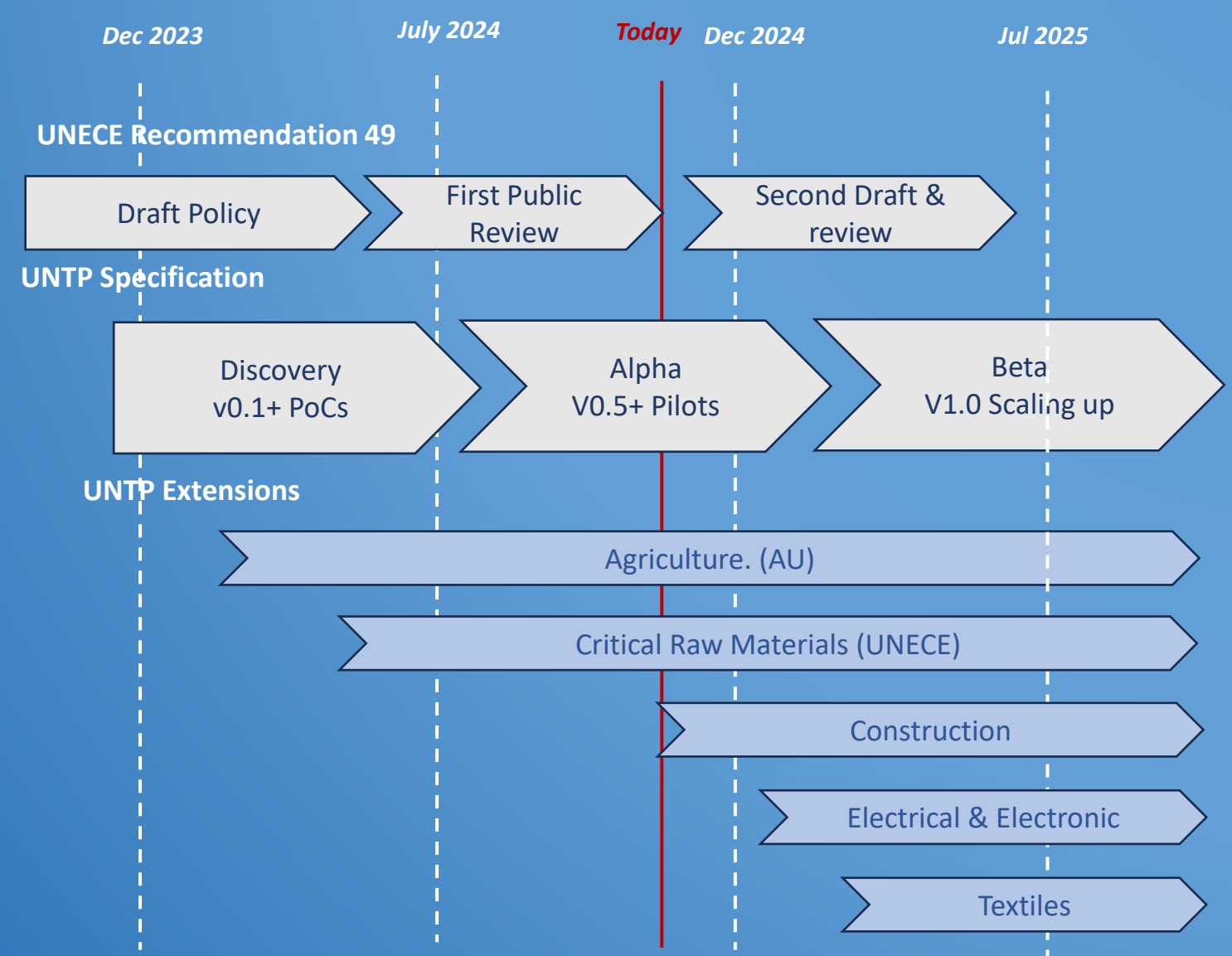
Every industry needs supply from other sectors

UNTP provides a cross-industry re-usable “core”. Industry can create non-breaking extensions that suit their needs whilst maintaining **cross-industry interoperability**.



Pilot Implementations that can scale

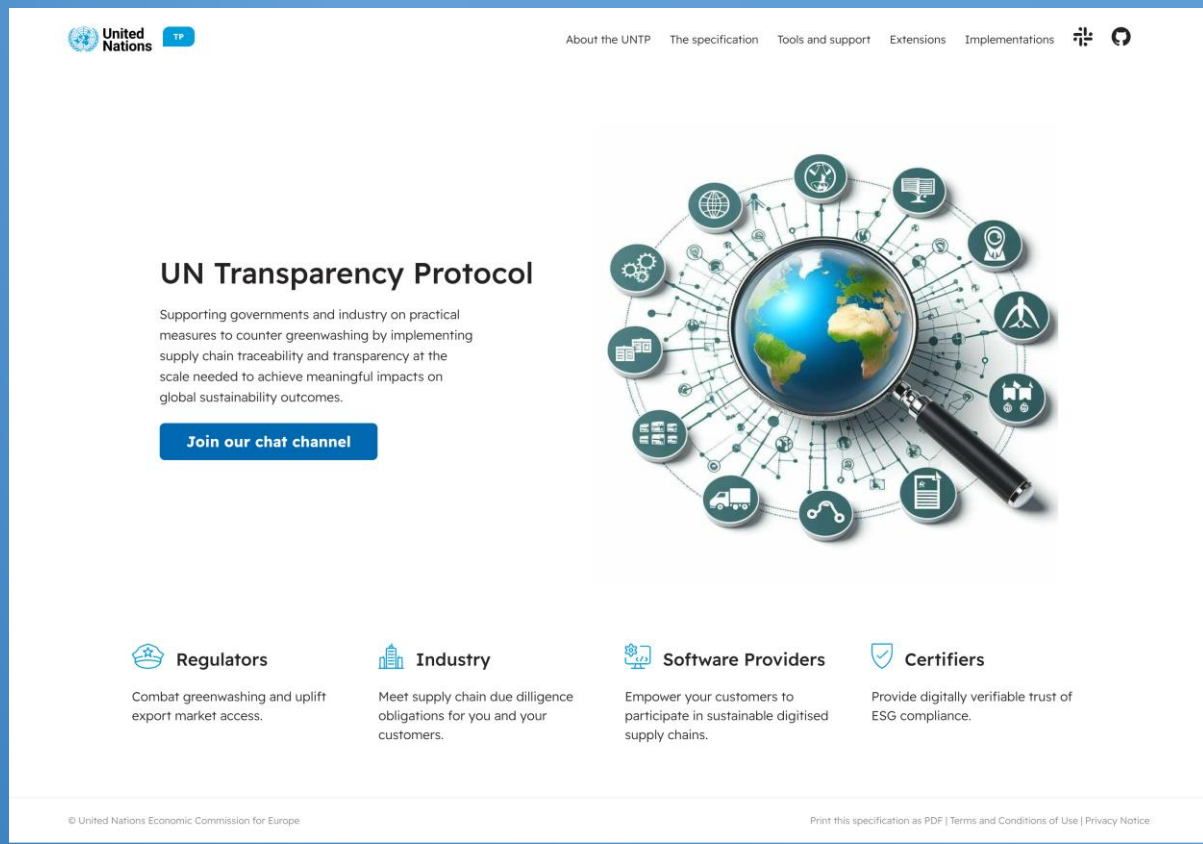
What Next?
Industrial Pilots.



Call to
action

Register your intent and join a pilot

<https://uncefact.github.io/spec-untp/>



The screenshot shows the homepage of the UN Transparency Protocol website. At the top left is the United Nations logo with 'TP' next to it. The top right navigation menu includes 'About the UNTP', 'The specification', 'Tools and support', 'Extensions', and 'Implementations'. The main heading is 'UN Transparency Protocol', followed by a descriptive paragraph: 'Supporting governments and industry on practical measures to counter greenwashing by implementing supply chain traceability and transparency at the scale needed to achieve meaningful impacts on global sustainability outcomes.' Below this is a blue button that says 'Join our chat channel'. To the right is a large graphic of a globe surrounded by various icons representing supply chain, technology, and sustainability. At the bottom, there are four columns for different stakeholders: 'Regulators' (Combat greenwashing and uplift export market access.), 'Industry' (Meet supply chain due diligence obligations for you and your customers.), 'Software Providers' (Empower your customers to participate in sustainable digitised supply chains.), and 'Certifiers' (Provide digitally verifiable trust of ESG compliance.). The footer contains copyright information for the United Nations Economic Commission for Europe and links for 'Print this specification as PDF', 'Terms and Conditions of Use', and 'Privacy Notice'.

Or just google "UNTP"

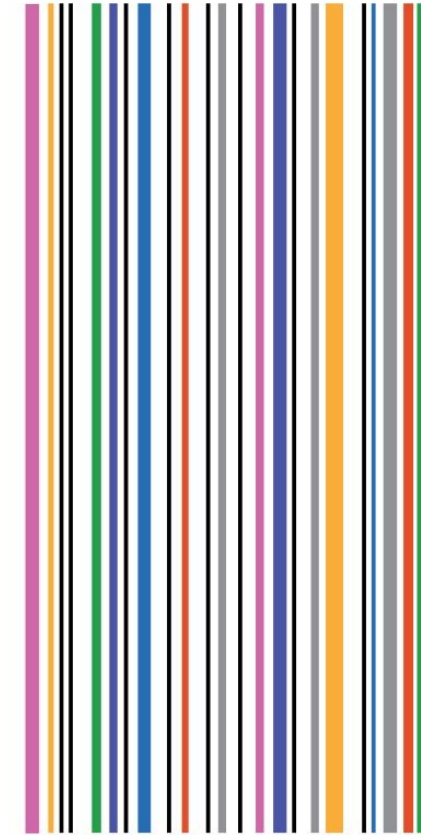


Transparency at Scale

steve.capell@gmail.com

UNTP : <https://uncefact.github.io/spec-untp/>

Rec 49 : <https://uncefact.unece.org/display/uncefactpublicreview/Public+Review%3A+Recommendation+No.+49%3A+Transparency+at+Scale>



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